

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

National Media Planning & Research
815 Slater Lane
Alexandria, VA 22314

Contract / Revision	Alt Order #	
800882 /	06254759	
<u>Product</u>		
<u>RNC</u>		
<u>Contract Dates</u>	<u>Estimate #</u>	
07/28/12 - 08/10/12	2892	
<u>Advertiser</u>		
Republican National Committee		
08/09/12 / 08/09/12		
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WOIO	Teresa Difuria	Telerep-Philade
<u>Special Handling</u>		
Cash In Advance		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	20	445
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
1	WOIO	07/30/12	08/09/12	Action News at 11p	11-1135p		:30			NM	8
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 07/30/12	08/05/12	MTWT---				4	\$1,000.00		
		Week: 08/06/12	08/12/12	MTWT---				4	\$1,000.00		
2	WOIO	07/30/12	08/09/12	David Letterman	1135p-1238a		:30			NM	8
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 07/30/12	08/05/12	MTWT---				4	\$500.00		
		Week: 08/06/12	08/12/12	MTWT---				4	\$500.00		
3	WOIO	07/30/12	08/09/12	Action News at 6p	6-630p		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 07/30/12	08/05/12	MTWT---				2	\$700.00		
		Week: 08/06/12	08/12/12	MTWT---				2	\$700.00		
4	WOIO	07/30/12	08/09/12	Action News at 6a	6-7a		:30			NM	6
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 07/30/12	08/05/12	MTWT---				3	\$175.00		
		Week: 08/06/12	08/12/12	MTWT---				3	\$175.00		
5	WOIO	07/30/12	08/09/12	Inside Edition	730-8p		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 07/30/12	08/05/12	MTWT---				2	\$500.00		
		Week: 08/06/12	08/12/12	MTWT---				2	\$500.00		
6	WOIO	08/10/12	08/10/12	PGA Champ Highlights	1237-107a		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/06/12	08/12/12	-----1--				1	\$775.00		
E 7	WOIO	08/10/12	08/10/12	Browns Preseason Game	730p-1030p		:30			NM	3
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 08/06/12	08/12/12	-----2--				2	\$3,000.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>	
	2	WOIO	08/06/12-08/12/12	Browns Preseason Game	730p-1030p	-----F-----	:30		\$3,000.00	NM	
				See MG 7.3,7.4							
	3	WOIO	08/10/12-08/10/12	Browns Preseason Postgame Postgame		-----F-----	:30		\$1,500.00	NM	
	(M)	MG for 7.2	08/10								
	4	WOIO	08/10/12-08/10/12	Browns Preseason Postgame Postgame		-----F-----	:30		\$1,500.00	NM	
	(M)	MG for 7.2	08/10								

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Contract / Revision	Alt Order #
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Contract Dates	Product	Estimate #
07/28/12 - 08/10/12	RNC	2892

Advertiser	Original Date / Revision
Republican National Com	08/09/12 / 08/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
8	WOIO	07/28/12	08/04/12	SA Action News at 11p	11p-1135p		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	07/23/12	07/29/12	-----1-					1	\$750.00		
Week:	07/30/12	08/05/12	-----1-					1	\$750.00		
9	WOIO	08/04/12	08/04/12	PGA Golf	2-6p		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	07/30/12	08/05/12	-----2-					2	\$2,750.00		
10	WOIO	07/28/12	07/28/12	PGA Golf	3-6p		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	07/23/12	07/29/12	-----2-					2	\$775.00		
11	WOIO	07/28/12	08/04/12	SA Action News at 6p	6-630p		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	07/23/12	07/29/12	-----1-					1	\$500.00		
Week:	07/30/12	08/05/12	-----1-					1	\$500.00		
12	WOIO	07/29/12	08/05/12	Face the Nation	1030-1130a		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	07/23/12	07/29/12	-----1					1	\$450.00		
Week:	07/30/12	08/05/12	-----1					1	\$450.00		
13	WOIO	07/29/12	08/05/12	SU Action News at 11p	11p-1135p		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	07/23/12	07/29/12	-----1					1	\$775.00		
Week:	07/30/12	08/05/12	-----1					1	\$775.00		
14	WOIO	08/05/12	08/05/12	PGA Golf	2-6p		:30			NM	3
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	07/30/12	08/05/12	-----3					3	\$2,750.00		
15	WOIO	07/29/12	07/29/12	PGA Golf	3-6p		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	07/23/12	07/29/12	-----2					2	\$775.00		
16	WOIO	07/29/12	07/29/12	SU Action News at 630p	630-7p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	07/23/12	07/29/12	-----1					1	\$500.00		
17	WOIO	07/29/12	07/29/12	Sun Hour 1	7-8p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	07/23/12	07/29/12	-----1					1	\$3,500.00		
18	WOIO	07/29/12	08/05/12	Sun Action News at 7a	7-9a		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	07/23/12	07/29/12	-----1					1	\$500.00		
Week:	07/30/12	08/05/12	-----1					1	\$500.00		
19	WOIO	07/29/12	08/05/12	CBS Sunday Morning	9-1030a		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:	07/23/12	07/29/12	-----2					2	\$450.00		
Spot	Ch	Date Range	Description		Start/End Time	Weekdays	Length		Rate	Type	
1	WOIO	07/23/12-07/29/12	CBS Sunday Morning		9-1030a	-----St	:30		\$450.00	NM	
		See MG 19.5,19.6									
2	WOIO	07/23/12-07/29/12	CBS Sunday Morning		9-1030a	-----St	:30		\$450.00	NM	
		See MG 19.5,19.6									
5	WOIO	07/30/12-08/02/12	The Talk		2-3p	MTuWTh-----	:30		\$450.00	NM	
		MG for 19.2,19.1									
6	WOIO	07/30/12-08/02/12	The Talk		2-3p	MTuWTh-----	:30		\$450.00	NM	
		MG for 19.2,19.1									
Week:	07/30/12	08/05/12	-----2					2	\$450.00		

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		Start Date	End Date	Weekdays				Spots/Week	Rate		
20	WOIO	08/09/12	08/09/12	PGA Champ Highlights	1237-107a		:30			NM	
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:	WOIO	08/06/12	08/12/12	--- 1 ---				1	\$775.00		
21	WOIO	08/10/12	08/10/12	Action News at 11p	11-1135p		:30			NM	
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:	WOIO	08/06/12	08/12/12	--- 1 --				1	\$1,000.00		
22	WOIO	08/10/12	08/10/12	David Letterman	1135p-1238a		:30			NM	
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:	WOIO	08/06/12	08/12/12	--- 1 --				1	\$500.00		
23	WOIO	08/10/12	08/10/12	Action News at 6p	6-630p		:30			NM	
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:	WOIO	08/06/12	08/12/12	--- 1 --				1	\$700.00		
24	WOIO	08/10/12	08/10/12	Action News at 6a	6-7a		:30			NM	
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:	WOIO	08/06/12	08/12/12	--- 1 --				1	\$175.00		

Totals 64 \$56,375.00

Time Period	# of Spots	Gross Amount	Net Amount
06/25/12 - 07/29/12	11	\$10,075.00	\$8,563.75
07/30/12 - 08/10/12	53	\$46,300.00	\$39,355.00
Totals	64	\$56,375.00	\$47,918.75

Signature: _____ **Date:** _____

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